



Health-Study 2023 Highlights | UK

The responsible patient and digitalisation

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Methodology



Content: The study "Health-Study 2023" shows the results on attitudes and behaviors regarding health-specific aspects in the UK population.



Target group: UK population aged 18 and over



Sample: N = 1,000



Methodology: Online questionnaire

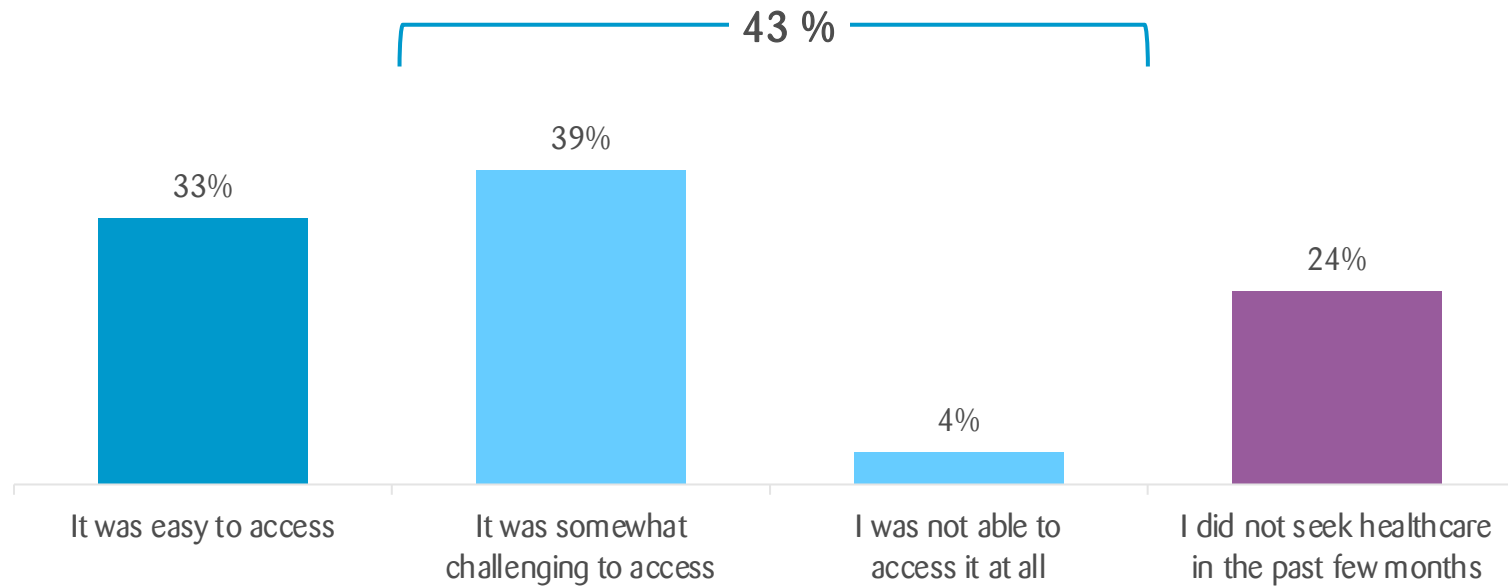


Fieldwork: May 2023

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Access to healthcare services

Access to healthcare services



Q1: Have you encountered any challenges or difficulties in accessing healthcare services (e.g., appointments, medical advice, emergency care) in the last six months?

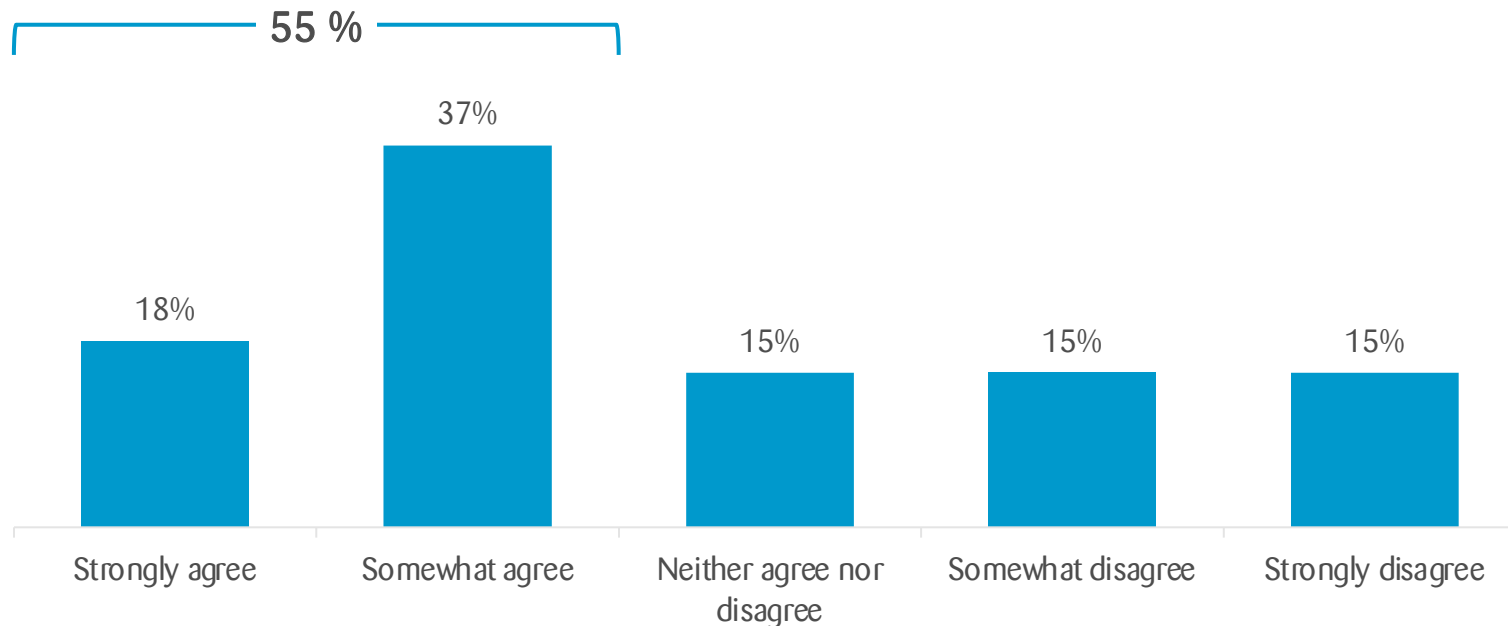
Base: All respondents n=1,000

More than 40 per cent of the population have experienced difficulties accessing healthcare services in the past six months.

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Health app usage

I have used an app and/or the Internet instead of going to a medical professional for self-diagnosis and/or treatment in the past six months.



Q2: To what extent do you agree or disagree with the following statement: I have used an app and/or the Internet instead of going to a medical professional for self-diagnosis and/or treatment in the past six months.

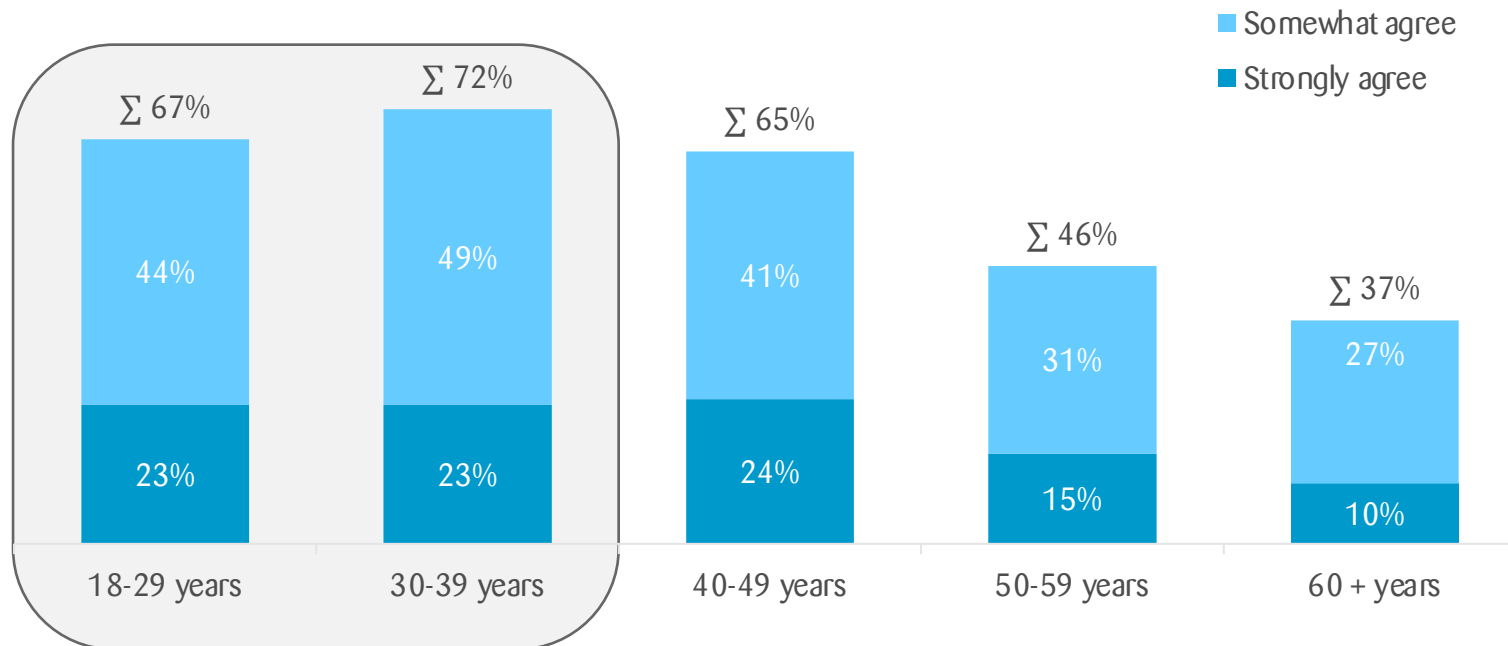
Base: All respondents n=1,000

More than 50 per cent has used an app or the Internet for self-diagnosis or treatment in the past six months.

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Health app usage

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Q2: To what extent do you agree or disagree with the following statement: I have used an app and/or the Internet instead of going to a medical professional for self-diagnosis and/or treatment in the past six months.

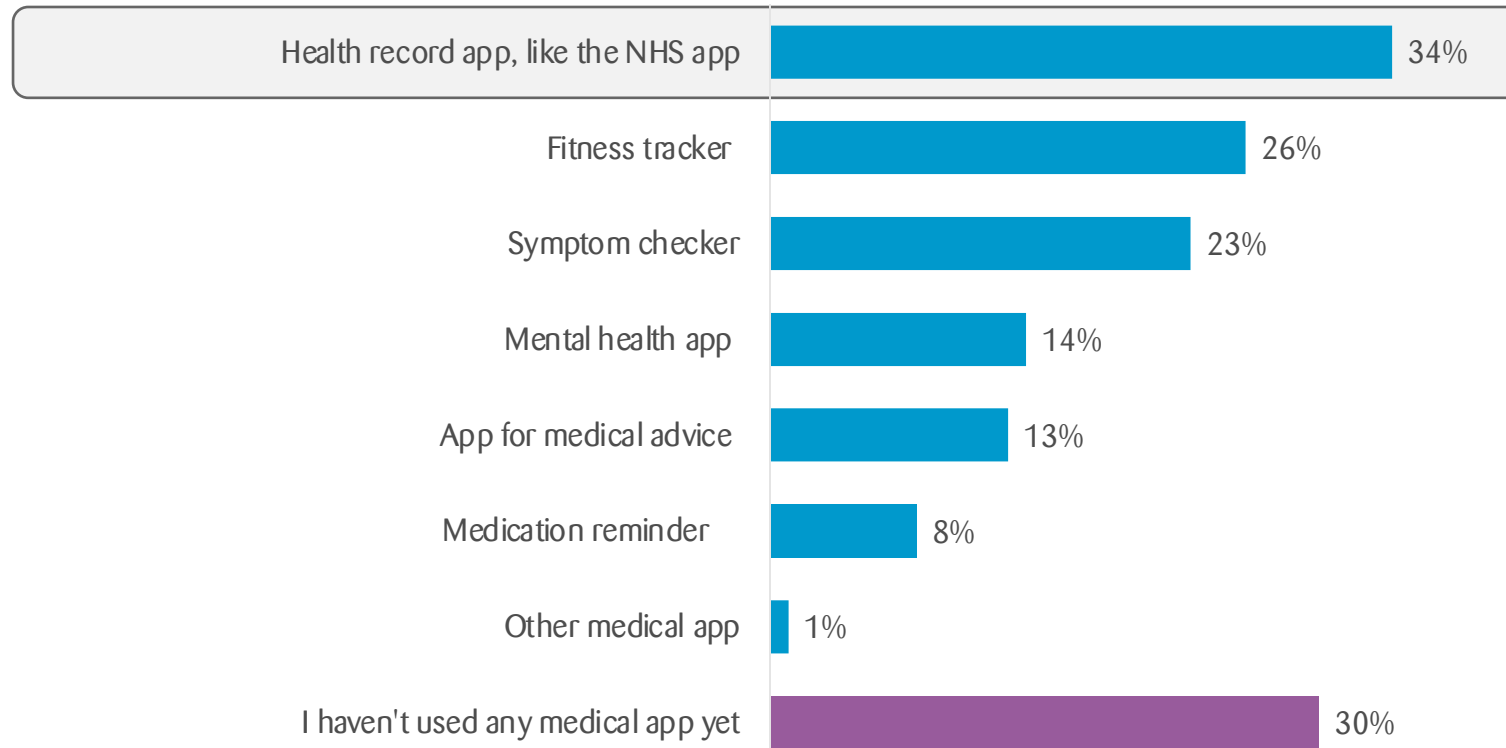
Base: All respondents n=1,000

Especially younger people have used an app or the Internet for self-diagnosis or treatment instead of seeing a doctor.

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Health app usage

Use of medical apps



Q3: Which of the following medical apps have you used, and how beneficial do you find them? Please select all that apply and rate their benefits on a scale of 1 to 5, with 1 being 'not at all beneficial' and 5 being 'extremely beneficial.'

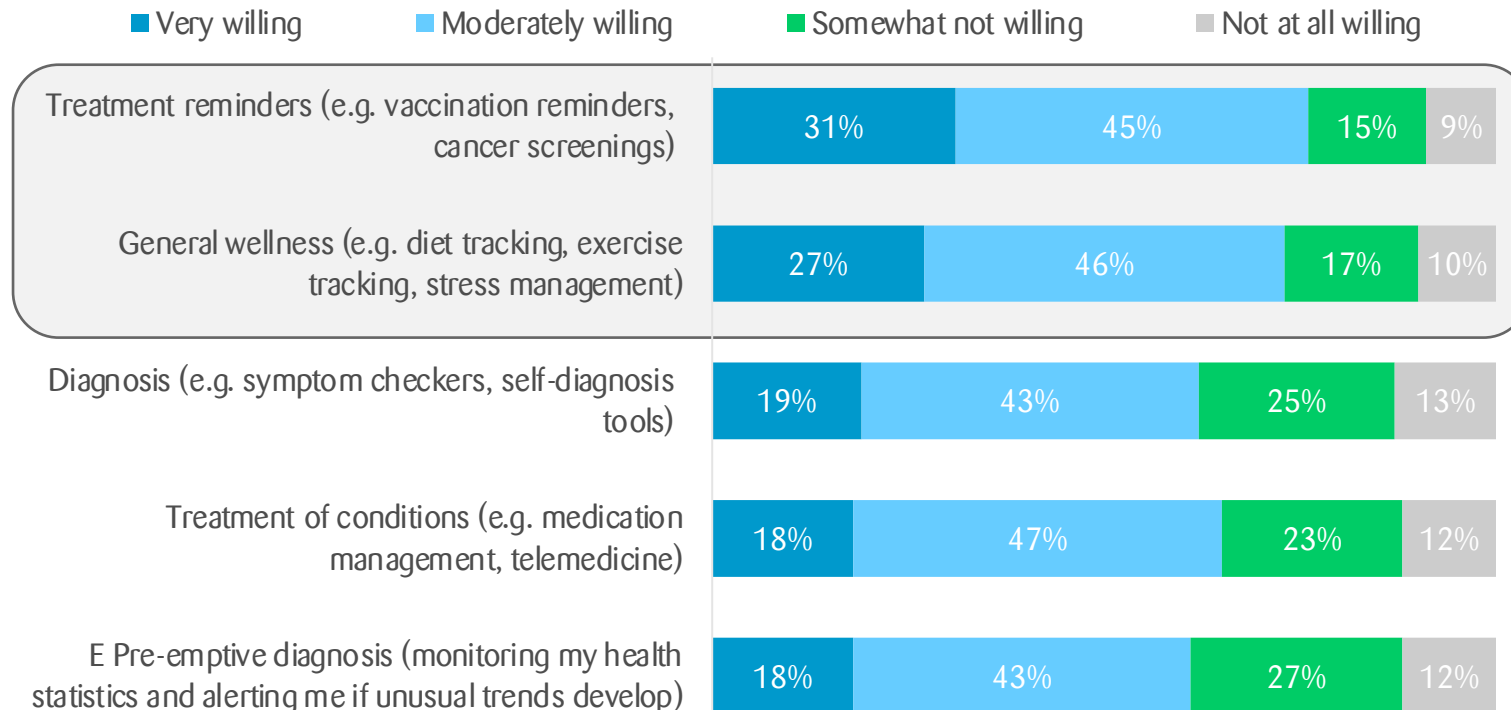
Base: All respondents n=1,000

A health record app like the NHS app is the most frequently used medical application.

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Health app usage

Use of medical apps



Q4: How willing are you to use devices and apps for the following healthcare purposes? Please rate your willingness on a scale of 1 to 4, with 1 being 'not at all willing' and 4 being 'very willing.'

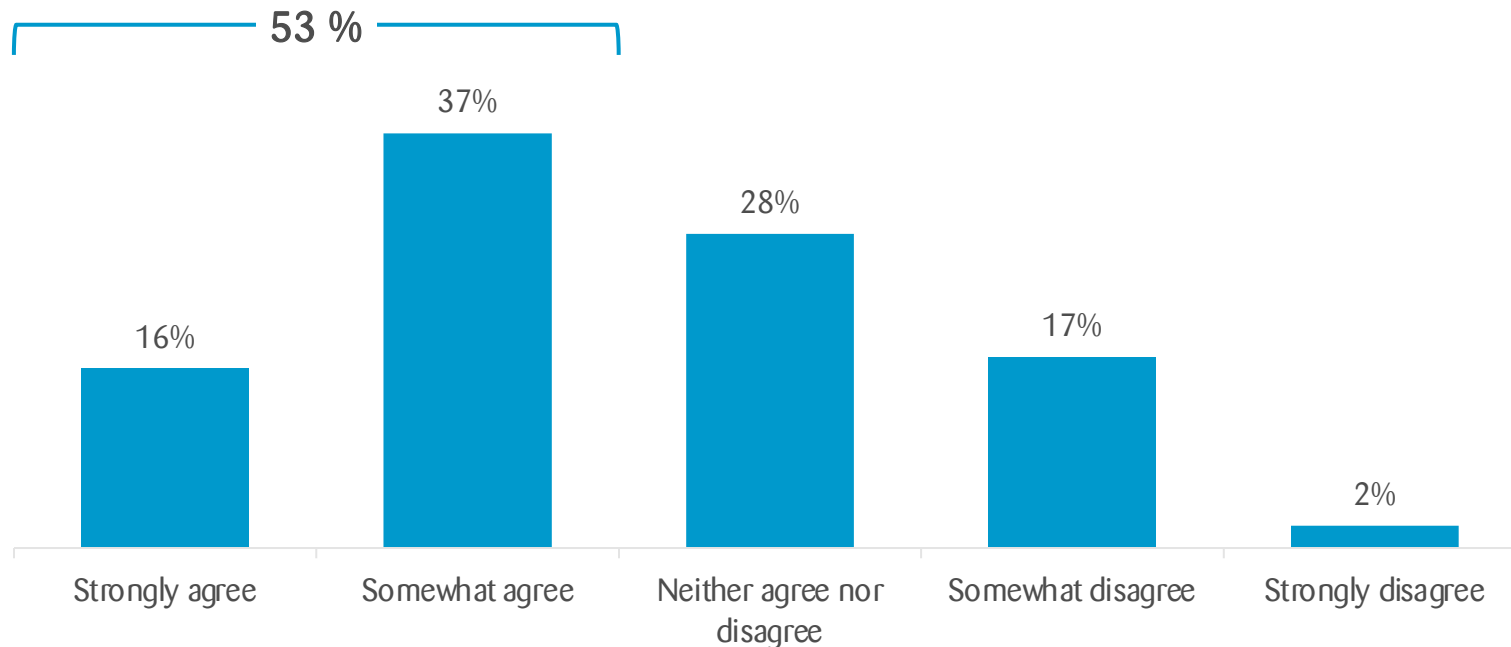
Base: All respondents n=1,000

Willingness to use medical apps is highest for treatment reminders and general wellness.

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Trusting health apps

I don't believe apps and/or devices can accurately measure my health.



Q5: To what extent do you agree or disagree with the following statement: I don't believe apps and/or devices can accurately measure my health.

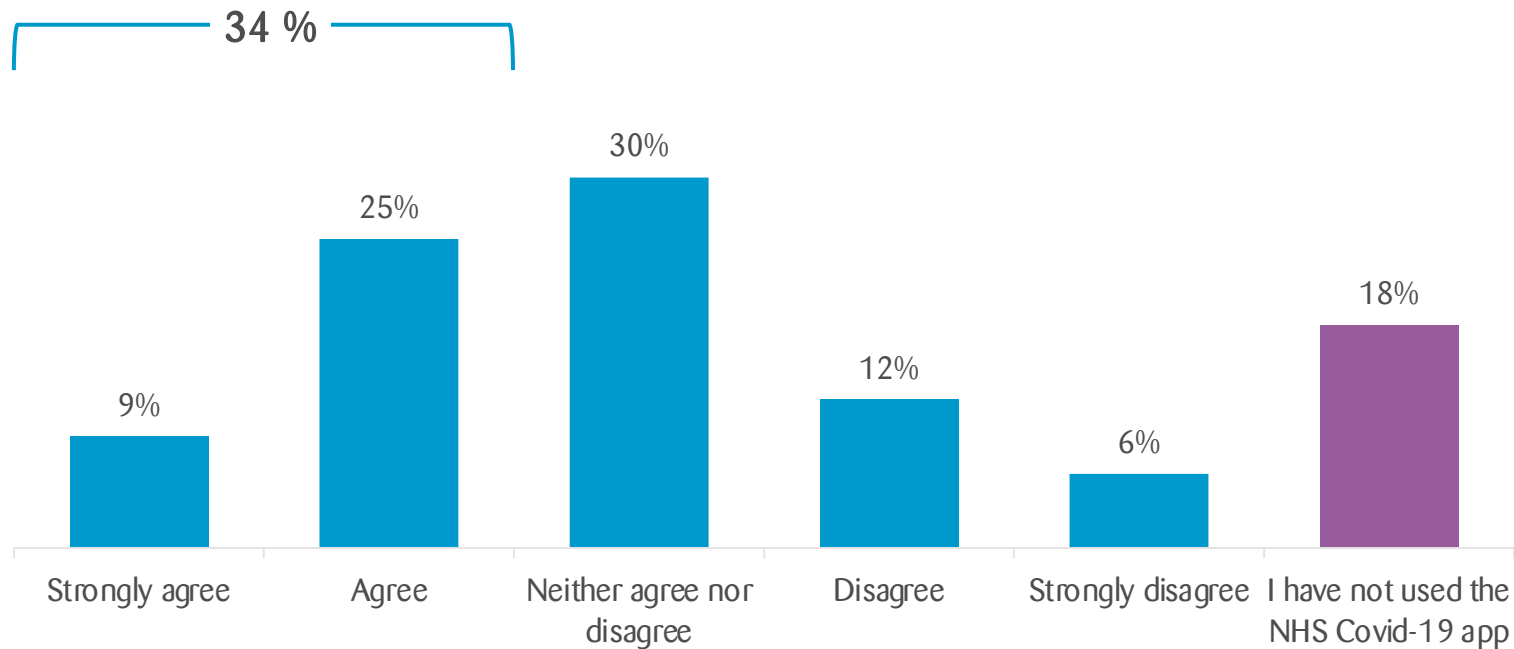
Base: All respondents n=1,000

Roughly half of the population does not believe that apps/devices can accurately monitor their health.

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Trusting health apps

Using the NHS Covid-19 app has positively changed my attitude towards using apps on my mobile phone to help manage my health.



Q6: To what extent do you agree or disagree with the following statement: Using the NHS Covid-19 app has positively changed my attitude towards using apps ON MY MOBILE PHONE to help manage my health.

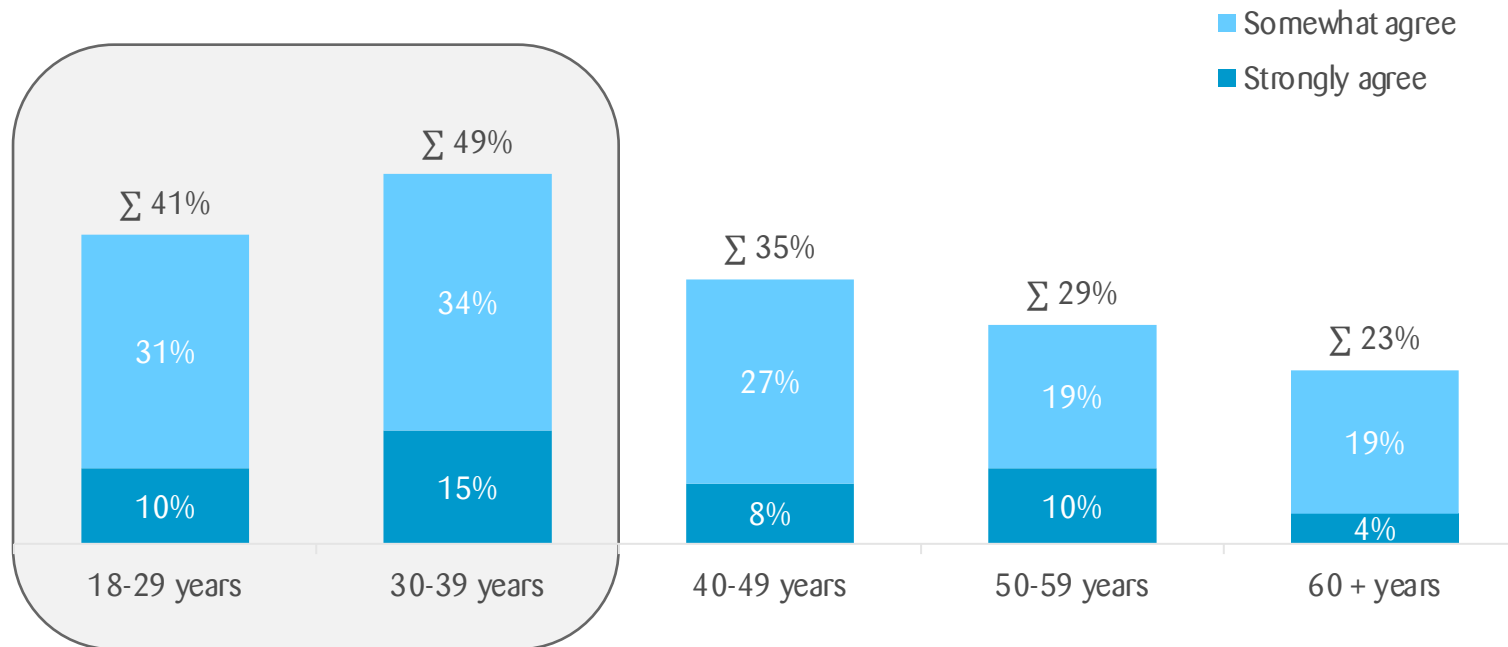
Base: All respondents n=1,000

One third of the respondents have a more positive attitude towards apps after using the NHS Covid-19 app on their mobile phones.

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Trusting health apps

Using the NHS Covid-19 app has positively changed my attitude towards using apps on my mobile phone to help manage my health.



Q6: To what extent do you agree or disagree with the following statement: Using the NHS Covid-19 app has positively changed my attitude towards using apps ON MY MOBILE PHONE to help manage my health.

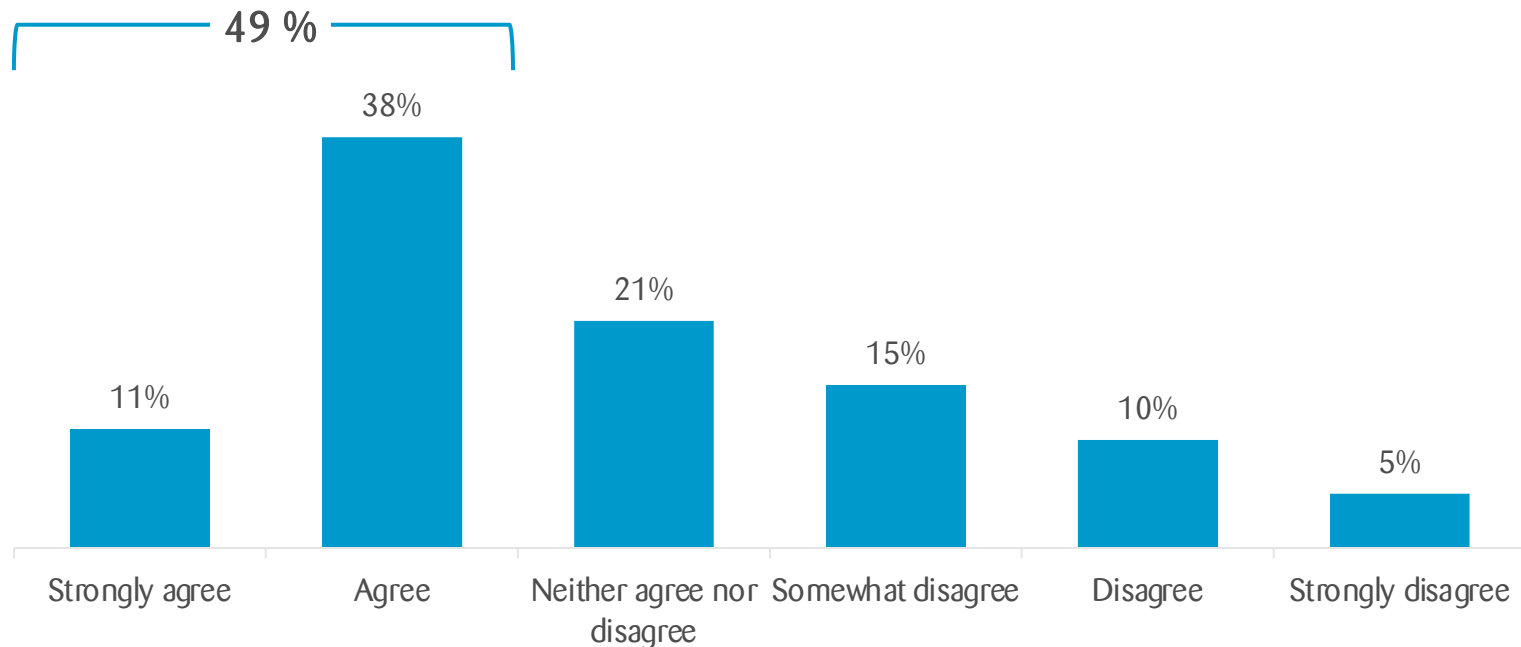
Base: All respondents n=1,000

Especially younger people have changed their attitude after using the Covid-19 app.

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Trusting health apps

I would feel comfortable if my medical healthcare provider prescribed me an app to help manage my health.



Q7: To what extent do you agree or disagree with the following statement: I would feel comfortable if my medical healthcare provider prescribed me an app to help manage my health.

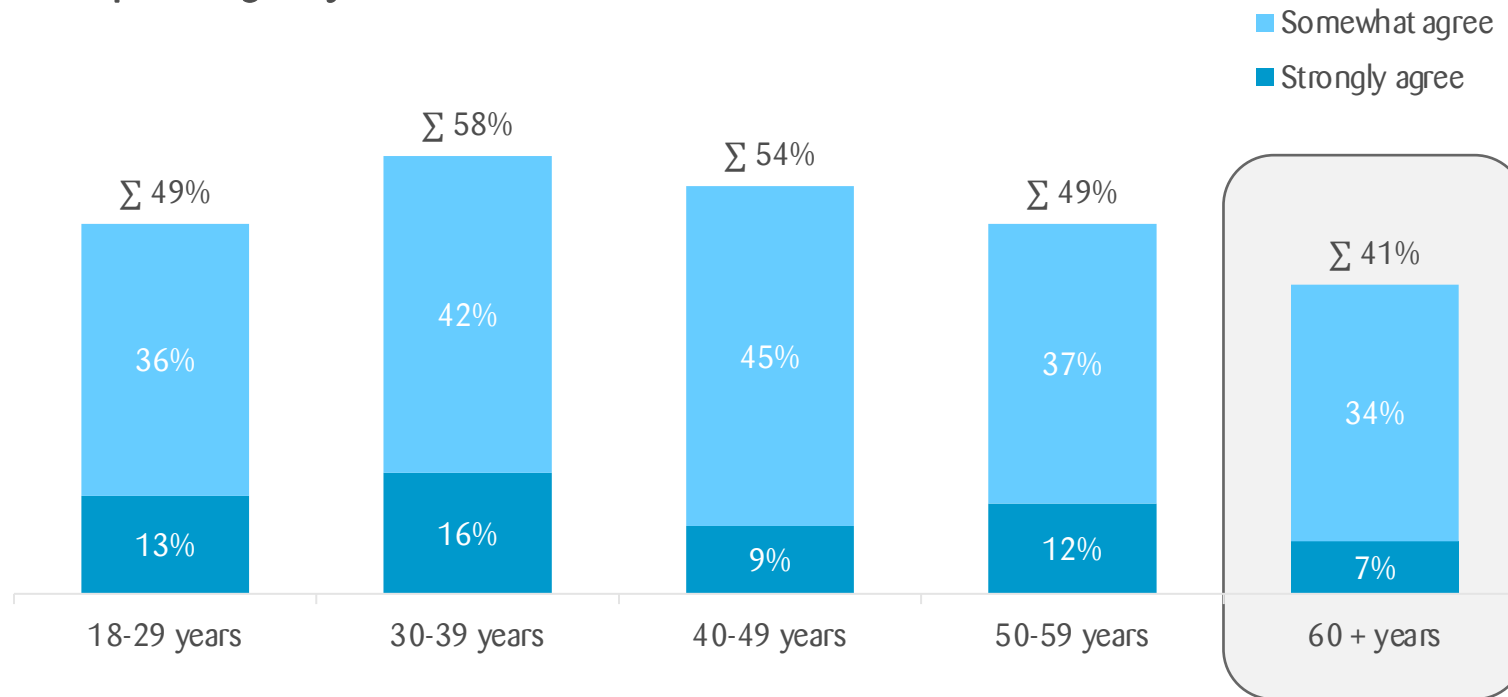
Base: All respondents n=1,000

Roughly one half of the respondents would feel comfortable about using a prescribed app for health management.

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Trusting health apps

I would feel comfortable if my medical healthcare provider prescribed me an app to help manage my health.



People between 30-49 are most comfortable about using a health management app.

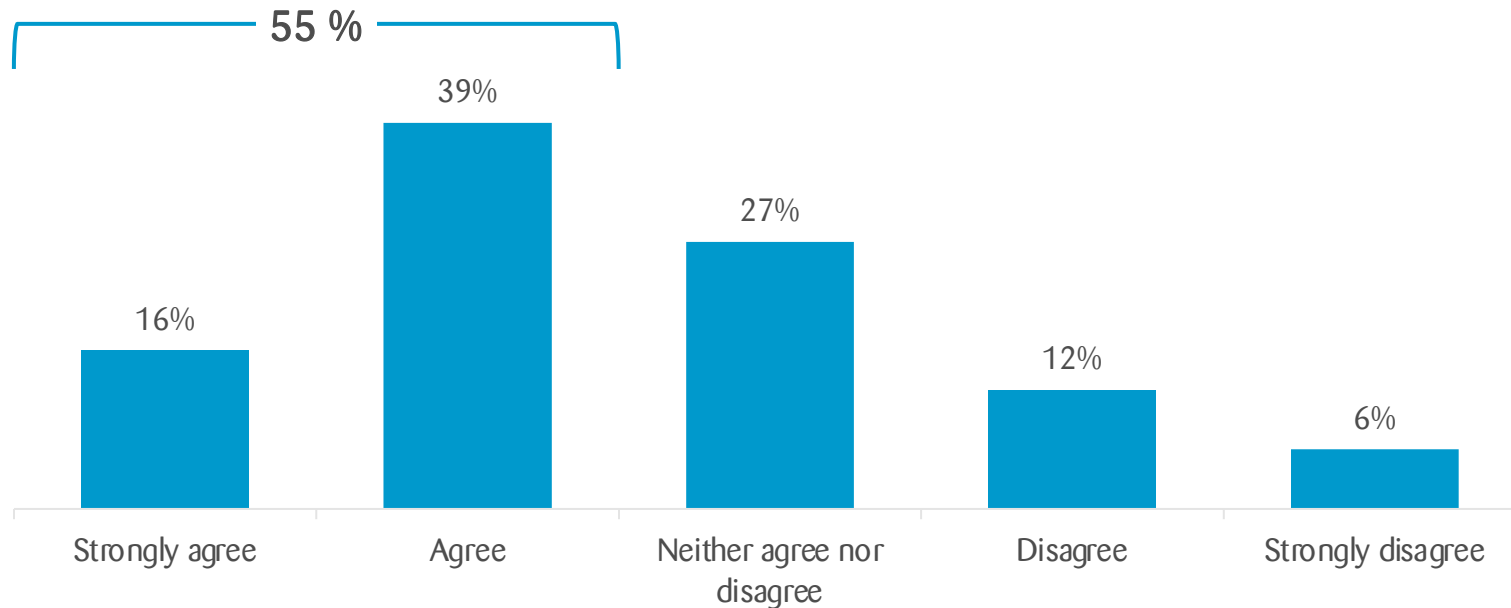
Q7: To what extent do you agree or disagree with the following statement: I would feel comfortable if my medical healthcare provider prescribed me an app to help manage my health.

Base: All respondents n=1,000

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Trusting health apps

I would feel comfortable if my doctor prescribed me an app to help manage my mental health (e.g. by providing reminders to take medication, monitoring symptoms or support with a therapy).



Q10: To what extent do you agree or disagree with the following statement: I would feel comfortable if my doctor prescribed me an app to help manage my mental health (e.g. by providing reminders to take medication, monitoring symptoms or support with a therapy).

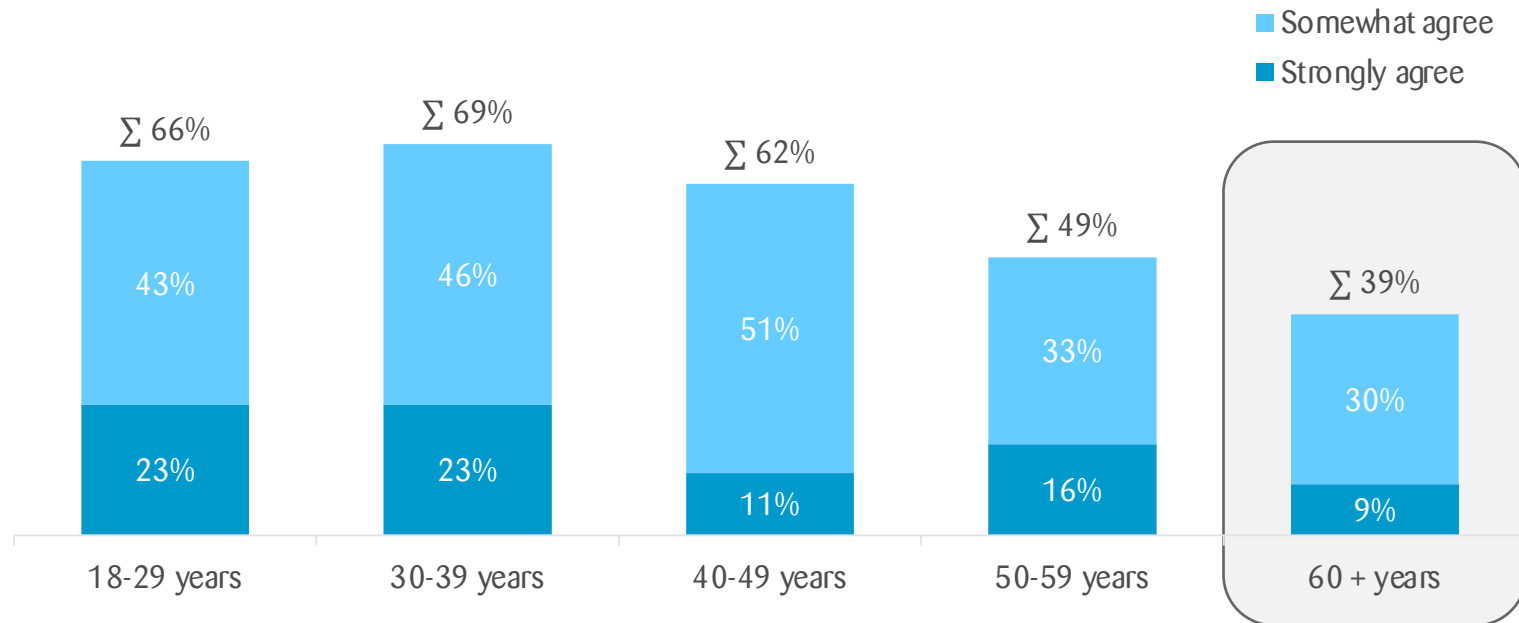
Base: All respondents n=1,000

More than 50 per cent would feel comfortable if being prescribed a mental health app.

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Trusting health apps

I would feel comfortable if my doctor prescribed me an app to help manage my mental health (e.g. by providing reminders to take medication, monitoring symptoms or support with a therapy).



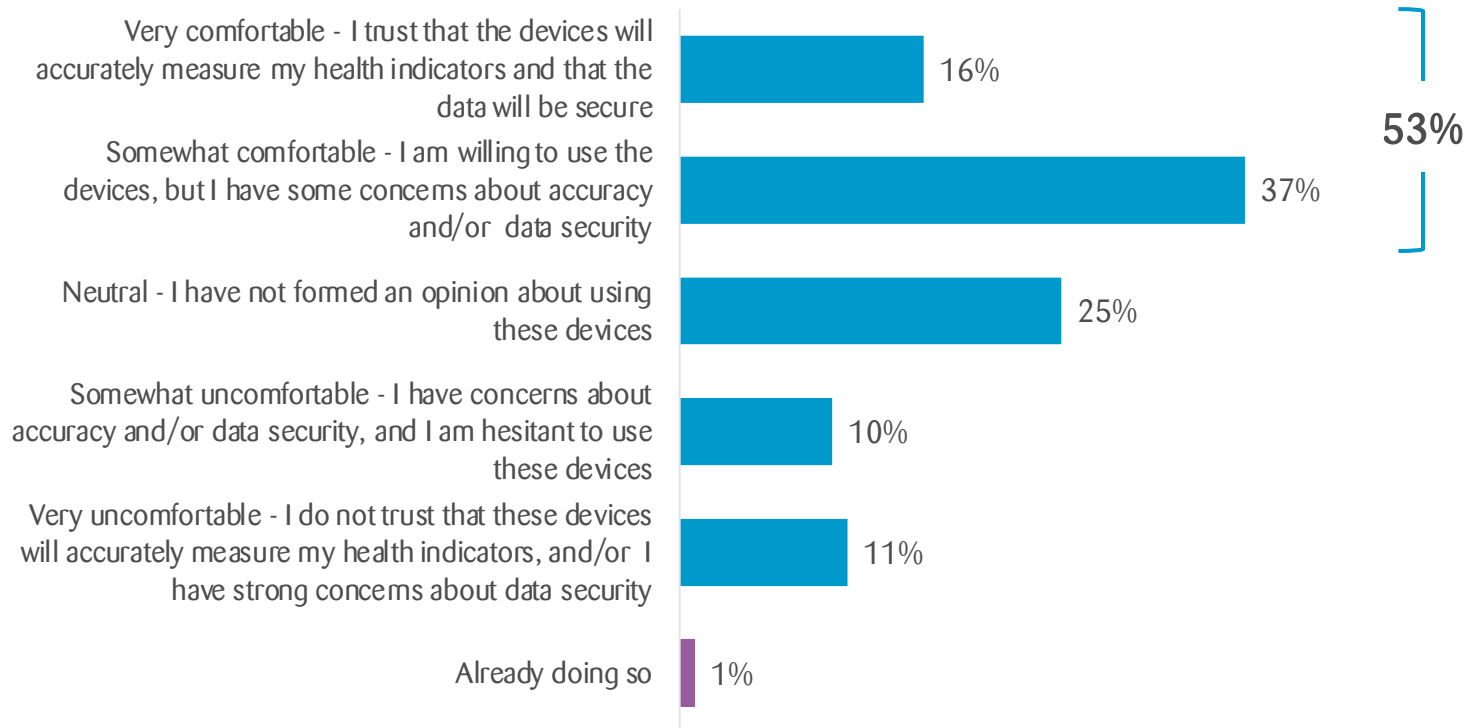
Q10: To what extent do you agree or disagree with the following statement: I would feel comfortable if my doctor prescribed me an app to help manage my mental health (e.g. by providing reminders to take medication, monitoring symptoms or support with a therapy).
Base: All respondents n=1,000

Older people would feel less comfortable about being prescribed a mental health app.

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Digital health services

Monitoring health with mobile devices



More than half of the respondents would feel comfortable about connecting their mobile phone to a smartwatch or virtual assistant for monitoring their health.

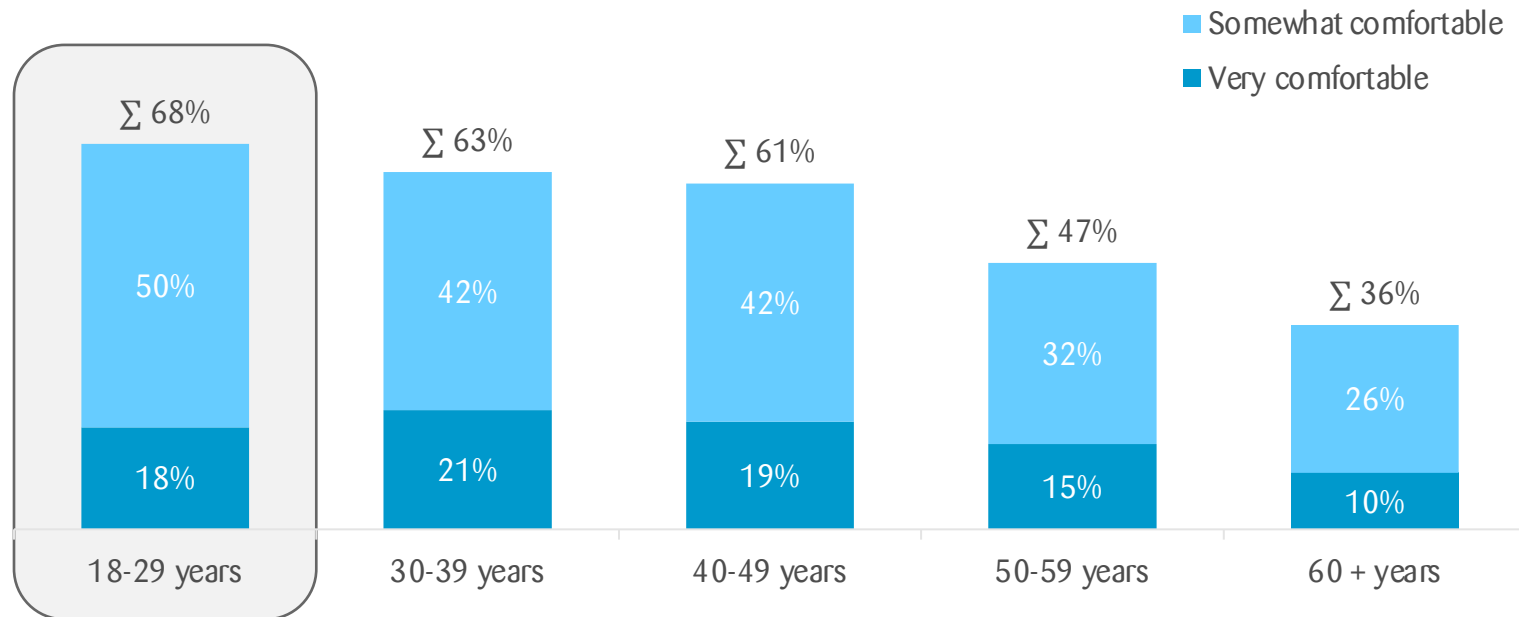
Q11: How comfortable are you with using your phone to connect to devices like a smartwatch or virtual voice assistant like Alexa to monitor your health?

Base: All respondents n=1,000

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Digital health services

Monitoring health with mobile devices



Q11: How comfortable are you with using your phone to connect to devices like a smartwatch or virtual voice assistant like Alexa to monitor your health?

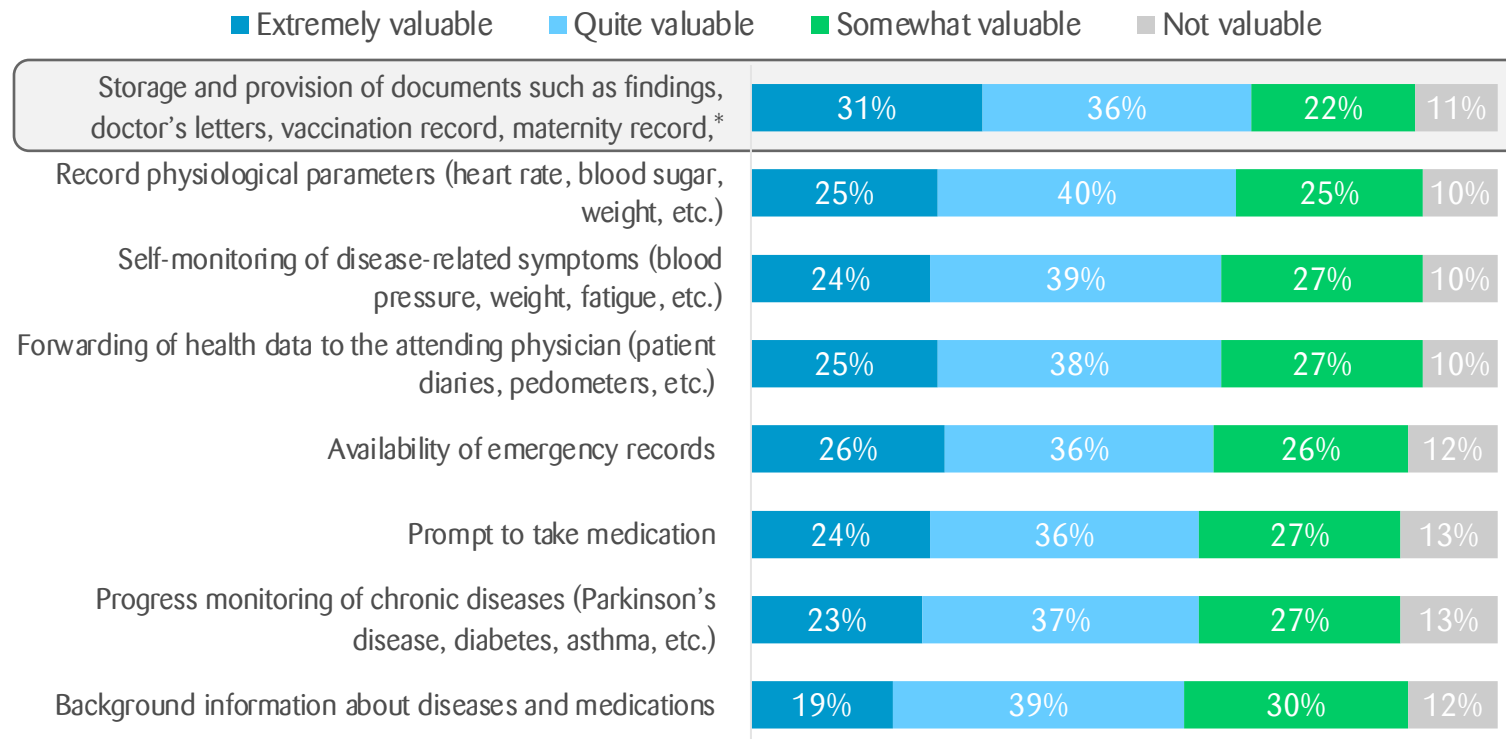
Base: All respondents n=1,000

Especially younger people under the age of 30 would feel comfortable about connecting their mobile phone to a smartwatch or virtual assistant for health monitoring purposes.

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Digital health services

Importance of functions of a health app (1/2)



Q12: If there was only one app to manage your personal health, what features would you find most valuable?

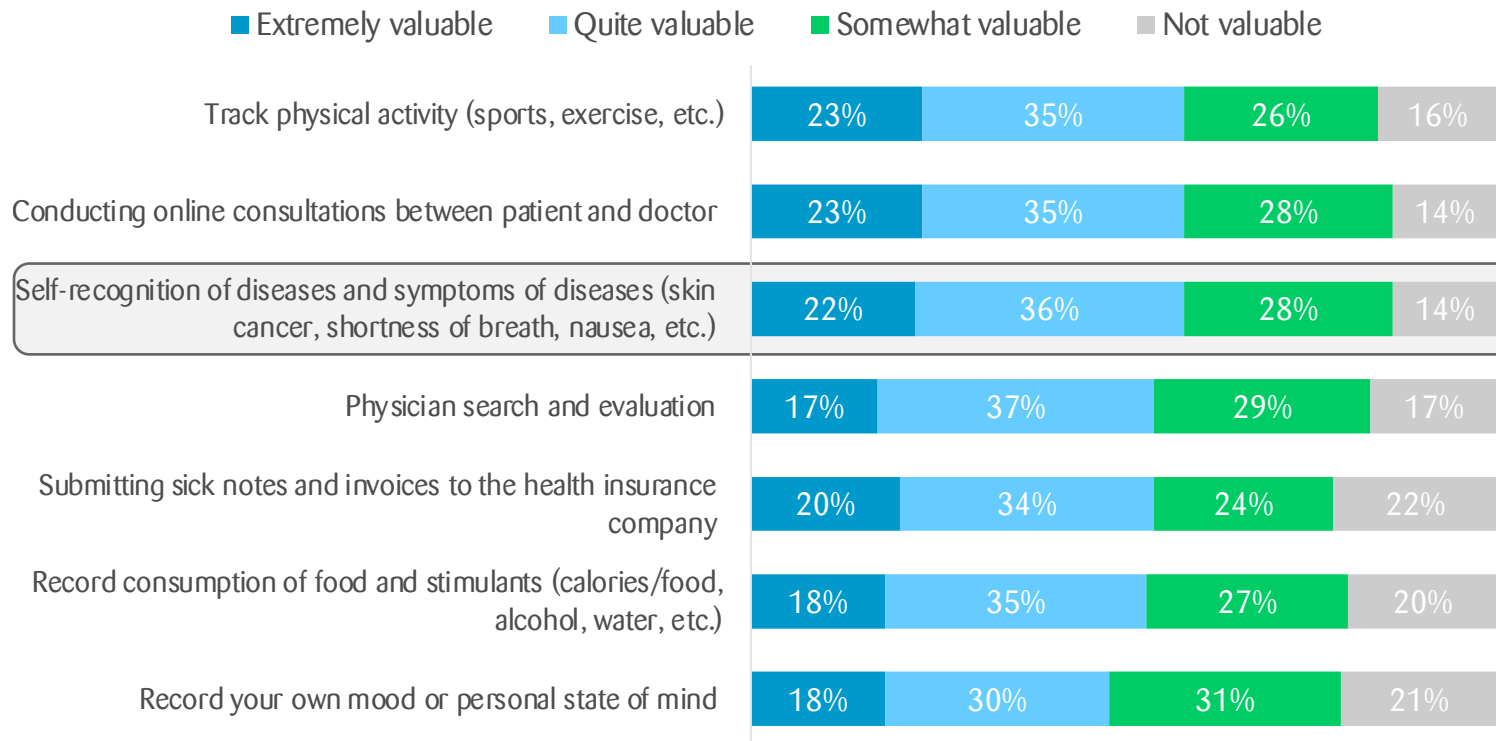
Base: All respondents n=1,000, *...dental bonus booklet, children's examination booklet, etc.

Storage and provision of documents such as doctor's letters and vaccination records is just one of many health app functionalities.

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Digital health services

Importance of functions of a health app (2/2)



Q12: If there was only one app to manage your personal health, what features would you find most valuable?

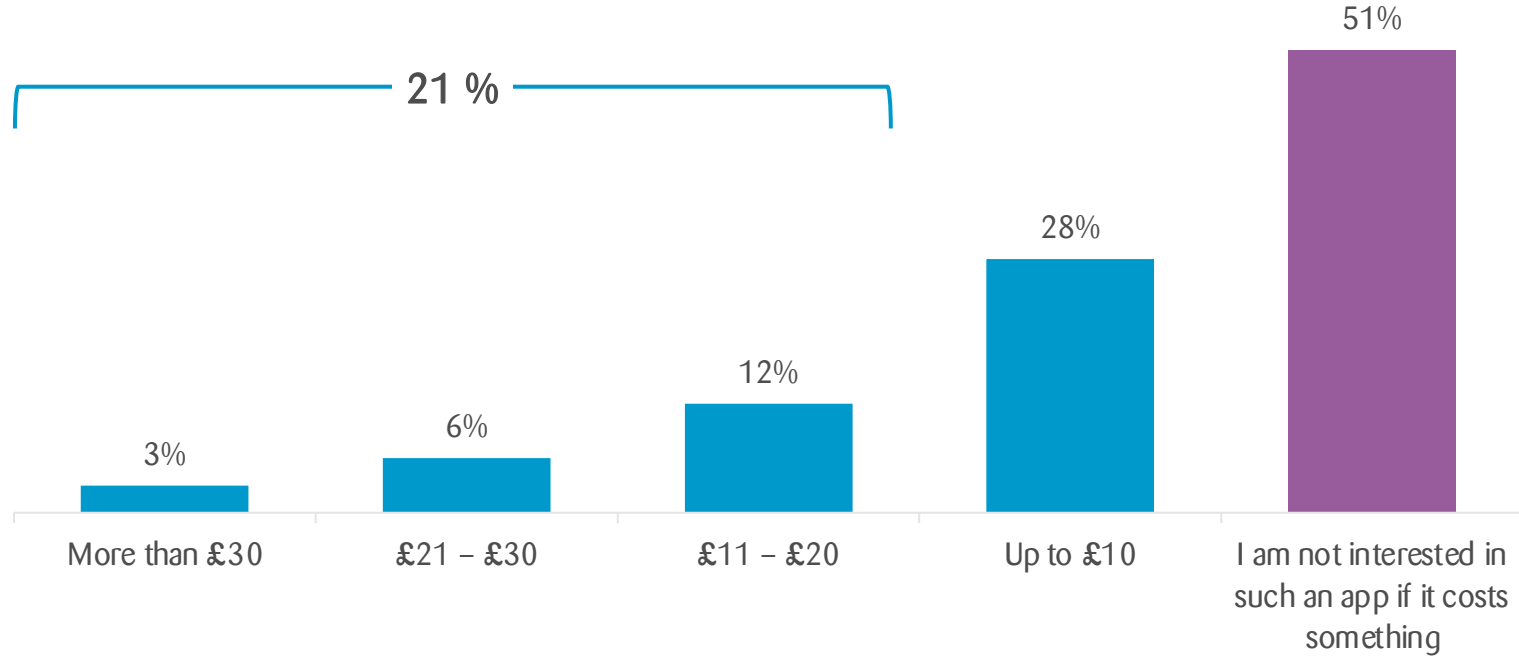
Base: All respondents n=1,000

Almost 60 per cent consider self-recognition of diseases and symptoms a valuable functionality.

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Digital health services

Willingness to pay for a health app



Q13: How much would you pay monthly for such an app?

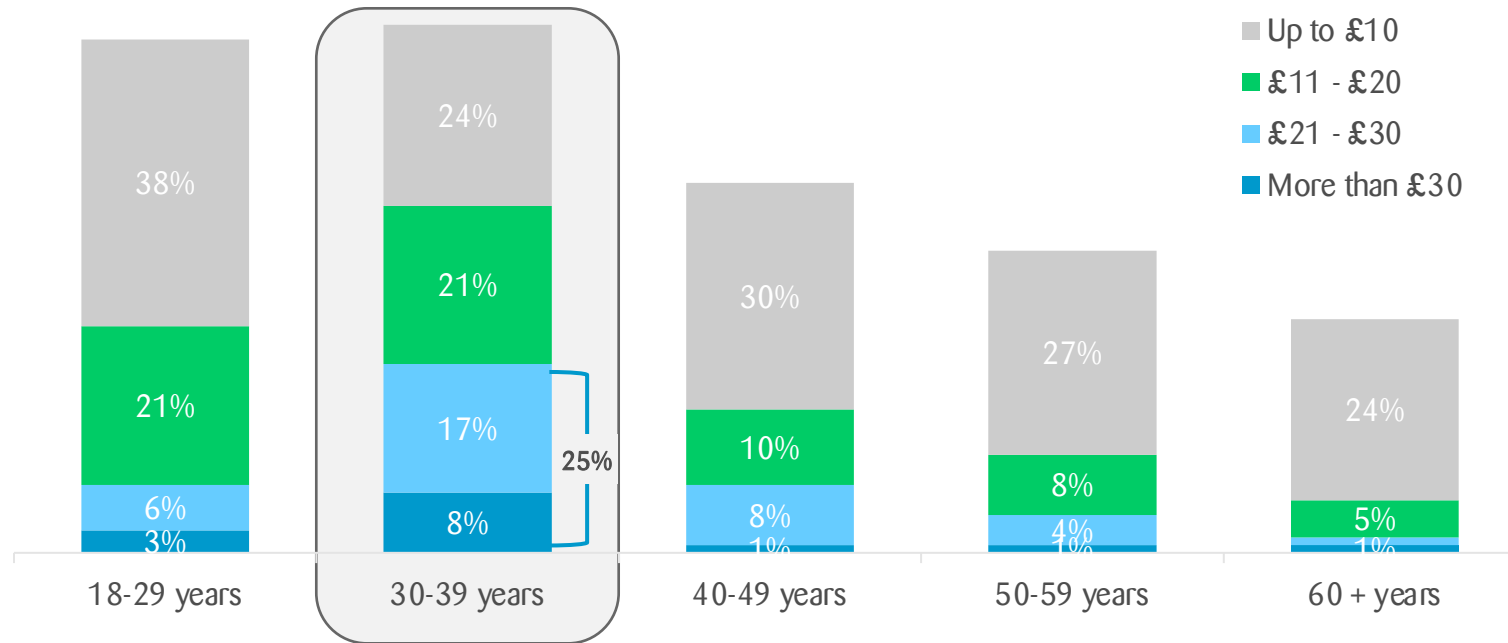
Base: All respondents n=1,000

Only one out of five would pay more than £10 per month for using a health app.

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Digital health services

Willingness to pay for a health app



Respondents between 30 and 39 years are most willing to pay for a health app. One out of four would pay more than £20 per month.

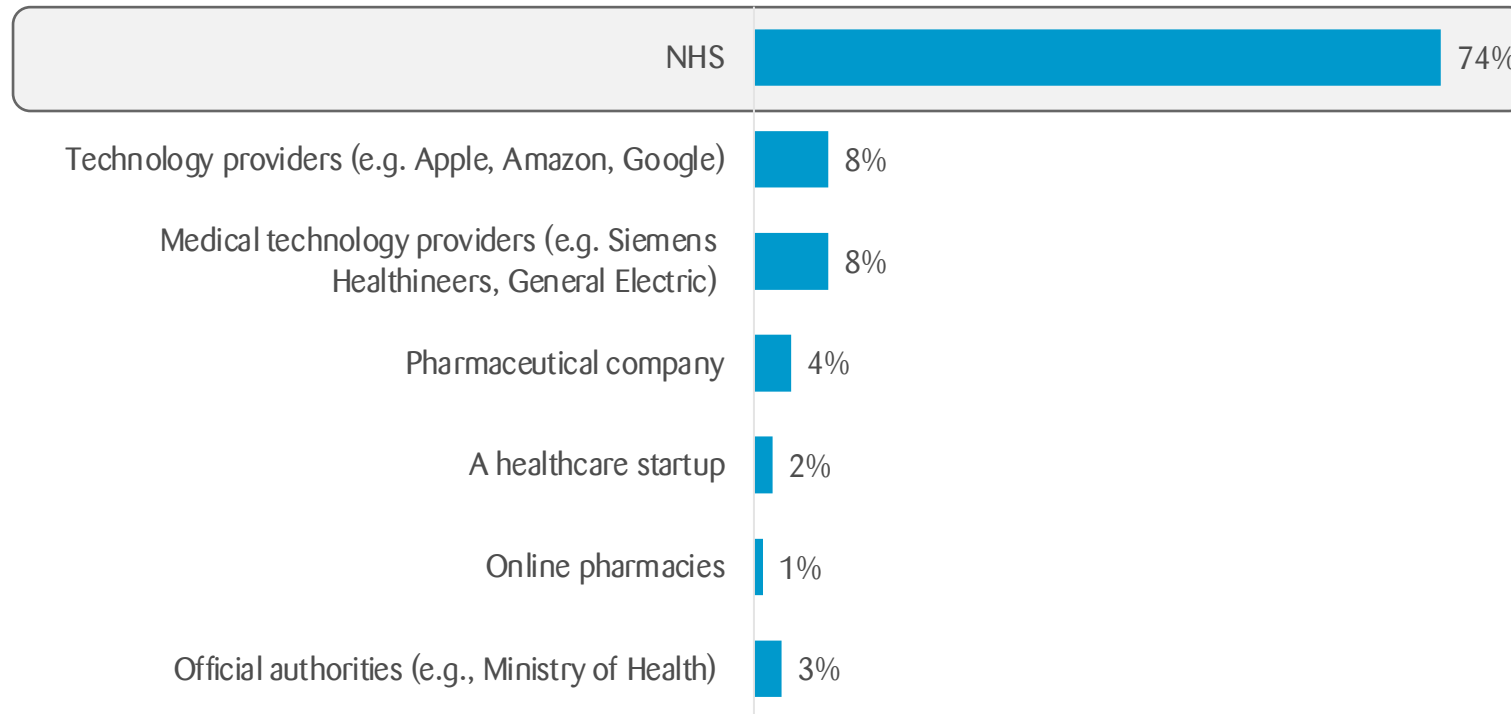
Q13: How much would you pay monthly for such an app?

Base: All respondents n=1,000; answer category 'I am not interested in such an app if it costs something' not shown

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Digital health services

Preferred providers for a health app



The NHS would be the preferred health app provider for three quarters of all respondents.

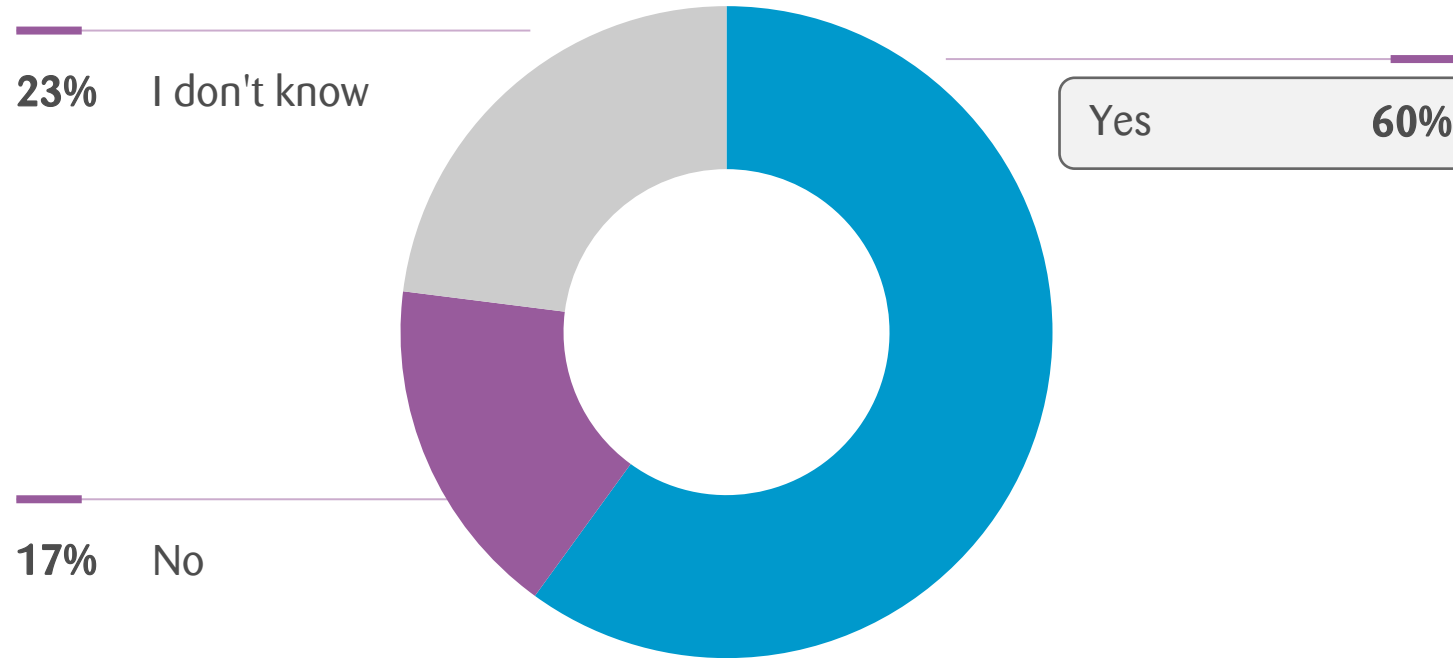
Q14: If there were multiple providers for such an app or platform, who would you most trust to provide you with such an app (given the same feature set and regardless of whether it costs anything or not)?

Base: All respondents n=1,000

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Apps on prescription

Interested in apps on prescription



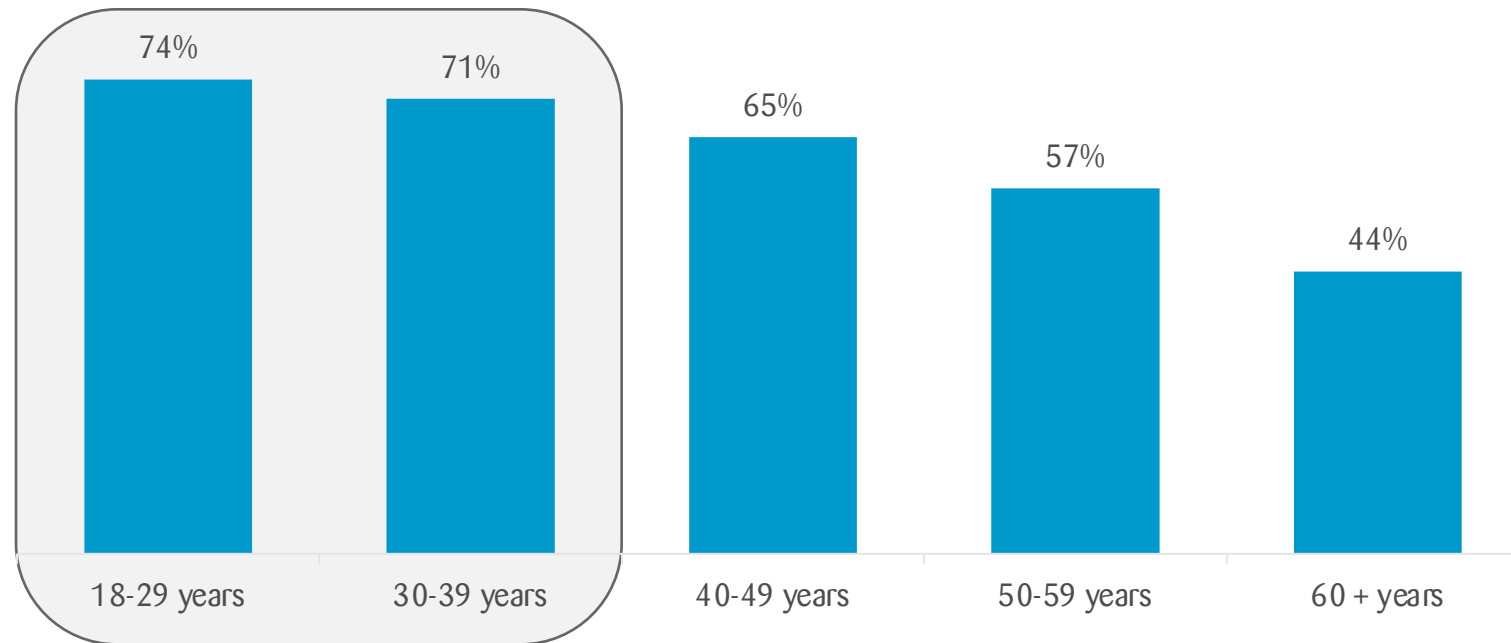
60 per cent of the respondents are interested in apps on prescription, paid for by NHS.

Q18: Would you be interested in apps on prescription, paid for by the NHS?
Base: All respondents n=1,000

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Apps on prescription

Interested in apps on prescription: Yes



Q18: Would you be interested in apps on prescription, paid for by the NHS?

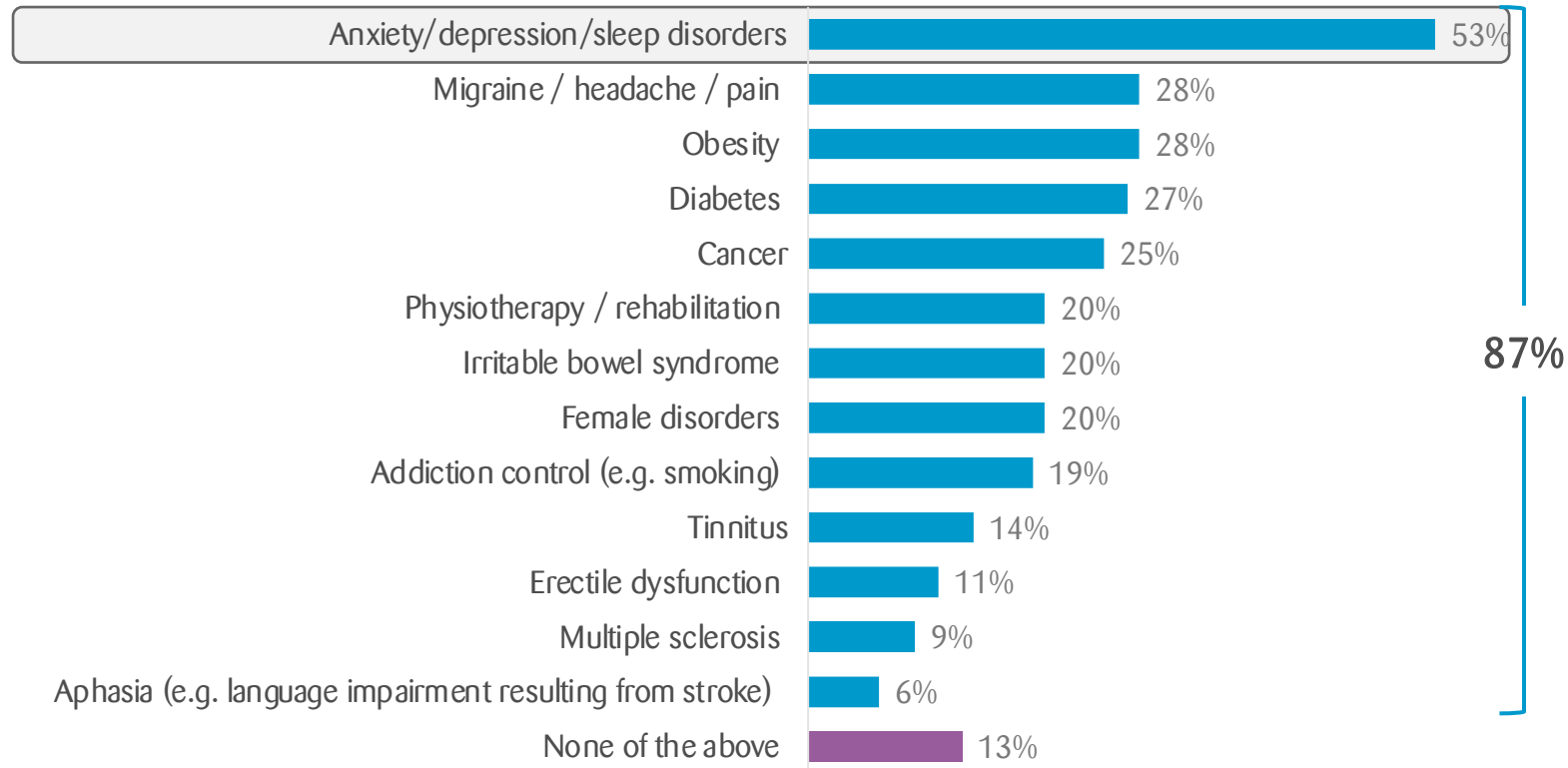
Base: All respondents n=1,000

Especially younger respondents are interested in apps on prescription.

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Apps on prescription

Use of an app on prescription



More than 50 per cent of the respondents interested in apps on prescription would use them to treat anxiety, depression or sleep disorders.

Q19: For which of the following health problems would you like to use apps on prescription paid for by the NHS?

Basis: Respondents interested in apps on prescription, n=598

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